

000000csm mediaworks/Rindy Miller

TELEVISION INSERTION ORDER

Date Aug 20, 2012 REVISED AUG 24

Client Karen Pozza

Insert Dates October 15 thru 21, 2012, 2012

Campaign Karen Pozza for 407th District Court Judge

Order No KPozza-01/2012

Market San Antonio

Wks of	WOAI/NBC Days	Program	Time Period	Spts/Wk	# Wks	Rating	GRPs	Cost/Spt	Total \$
10/15	M-F :30s	News 4 Today	5-6A	2	1	1.6	3.2	\$150.00	\$300.00
		News Today	6-7A	1	1	2.6	2.6	\$400.00	\$400.00
		Today Show	7-9A	1	1	2.3	2.3	\$400.00	\$400.00
		Rachael Ray	9-10A	2	1	1.7	3.4	\$225.00	\$450.00
		SA Living	10-11A	2	1	1	2	\$125.00	\$250.00
		Today Show 3	11A-12P	2	1	1.1	2.2	\$125.00	\$250.00
		Today Show 4	12-1P	2	1	1.2	2.4	\$150.00	\$300.00
		Dr Oz	2-3P	2	1	1.4	2.8	\$175.00	\$350.00
		News @ Five	5-530P	2	1	4.2	8.4	\$575.00	\$1,150.00
		NBC Nightly News	530-6P	2	1	4.6	9.2	\$750.00	\$1,500.00
		Early News	6-630P	1	1	3.8	3.8	\$650.00	\$650.00
		Late News	10-1035P	1	1	4.6	4.6	\$950.00	\$950.00
	SAT	Sat Today	6-8A	1	1	1	1	\$100.00	\$100.00
		Sat Early nws	5-530P	1	1	3.8	3.8	\$300.00	\$300.00
		Sat Ntly Nws	530-6P	1	1	4.1	4.1	\$525.00	\$525.00
	SUN	Chris Matthews	630-7A	1	1	0.8	0.8	\$75.00	\$75.00
		Sun Today	7-8A	1	1	0.9	0.9	\$125.00	\$125.00
		Meet the Press	8-9A	1	1	1.1	1.1	\$400.00	\$400.00
		Sun Early News	5-530P	1	1	5.9	5.9	\$300.00	\$300.00
		Sports Sunday	11-1130P	1	1	3.3	3.3	\$400.00	\$400.00
WOAI Total				28			67.8		\$9,175.00

GROSS AMOUNT \$9,175.00

AGENCY \$1,376.25

NET DUE \$7,798.75



Orders	Order / Rev:	52598
	Alt Order #:	
	Product Desc:	407th District Court Judge
	Estimate:	KPozza-01/2012
	Flight Dates:	10/15/12 - 10/21/12
	Original Date / Rev:	08/28/12 / 08/29/12
	Order Type:	GENERAL

Primary AE:	House Local
Sales Office:	SAT
Sales Region:	Local

Agency	Name:	CSM Mediaworks
	Buying Contact:	
	Billing Contact:	
		1519 W 29th St
		Austin, TX 78703

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Karen Pozza/Pol/Dem
	Demographic:	A18+
	Product Codes:	Local Elections
	Priority:	P-3
	Revenue Codes:	AGY, GEN, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	28	\$9,175.00	\$7,798.75

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	28	\$9,175.00	\$7,798.75	71.20
Totals	28	\$9,175.00	\$7,798.75	71.20

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
House Local			Start Of Order - End Of Order	100%

Order Share	Share	Total
WOAI-TV	20%	\$9,175.00
Market	100%	\$45,875.00

Competitive Share	Share	Total
CABLE	20%	\$9,175.00
EOAI	0%	\$0.00
KABB	20%	\$9,175.00
KENS	20%	\$9,175.00
KHCE	0%	\$0.00
KLRN	0%	\$0.00
KMYS	0%	\$0.00
KNIC	0%	\$0.00
KPXL	0%	\$0.00
KSAT	20%	\$9,175.00
KVAW	0%	\$0.00
KVDA	0%	\$0.00
KVDF	0%	\$0.00
KWEX	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WOAI	10/15/12	10/19/12	Local 5a News Local 5a News	CM	5a-5:57a	MTWTF--	:30	2	\$150.00	P-3	1.60	NM	2	\$300.00

Advertiser:	Karen Pozza/Pol/Dem
Product Desc:	407th District Court Judge
Estimate:	KPozza-01/2012

WOAI-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WOAI	10/15/12	10/19/12	Local 6a News Local 6a News	CM	5:58a-7a	MTWTF--	:30	1	\$400.00	P-3	2.60	NM	1	\$400.00
N 3	WOAI	10/15/12	10/19/12	Today Show Today Show	CM	7a-9a	MTWTF--	:30	1	\$400.00	P-3	2.30	NM	1	\$400.00
N 4	WOAI	10/15/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	2	\$225.00	P-3	3.40	NM	2	\$450.00
N 5	WOAI	10/15/12	10/19/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	MTWTF--	:30	2	\$125.00	P-3	1.00	NM	2	\$250.00
N 6	WOAI	10/15/12	10/19/12	Today Show II Today Show II	CM	11a-12p	MTWTF--	:30	2	\$125.00	P-3	1.10	NM	2	\$250.00
N 7	WOAI	10/15/12	10/19/12	Today Show III Today Show III	CM	12p-12:58p	MTWTF--	:30	2	\$150.00	P-3	1.20	NM	2	\$300.00
N 8	WOAI	10/15/12	10/19/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	MTWTF--	:30	2	\$175.00	P-3	1.40	NM	2	\$350.00
N 9	WOAI	10/15/12	10/19/12	Local 5p News Local 5p News M-F	CM	5p-530p	MTWTF--	:30	2	\$575.00	P-3	4.20	NM	2	\$1,150.00
N 10	WOAI	10/15/12	10/19/12	NBC Nightly News Nightly News M-F	CM	530p-6p	MTWTF--	:30	2	\$750.00	P-3	4.60	NM	2	\$1,500.00
N 11	WOAI	10/15/12	10/19/12	Local 6p News Local 6p News M-F	CM	559p-630p	MTWTF--	:30	1	\$650.00	P-3	3.80	NM	1	\$650.00
N 12	WOAI	10/15/12	10/19/12	Late 10p News M-F Late 10p News M-F	CM	9:59p-10:35p	MTWTF--	:30	1	\$950.00	P-3	4.60	NM	1	\$950.00
N 13	WOAI	10/20/12	10/20/12	Sat Today Show Sat Today Show	CM	5:58a-8a	-----1-	:30	1	\$100.00	P-3	1.00	NM	1	\$100.00
N 14	WOAI	10/20/12	10/20/12	Local 5p News Sa Local 5p News Sa	CM	5p-5:30p	-----1-	:30	1	\$300.00	P-3	3.80	NM	1	\$300.00
N 15	WOAI	10/20/12	10/20/12	Nightly News Sa Nightly News Sa	CM	5:30p-6p	-----1-	:30	1	\$525.00	P-3	4.10	NM	1	\$525.00
N 16	WOAI	10/21/12	10/21/12	Chris Matthews Chris Matthew	CM	630a-7a	-----1	:30	1	\$75.00	P-3	0.80	NM	1	\$75.00
N 17	WOAI	10/21/12	10/21/12	Sun Today Show Sun Today Show	CM	Su 6:58a-8a	-----1	:30	1	\$125.00	P-3	0.90	NM	1	\$125.00
N 18	WOAI	10/21/12	10/21/12	Meet The Press Meet The Press	CM	8a-9a	-----1	:30	1	\$400.00	P-3	1.10	NM	1	\$400.00
N 19	WOAI	10/21/12	10/21/12	Local 5p News Su Local 5p News Su	CM	5p-5:30p	-----1	:30	1	\$300.00	P-3	5.90	NM	1	\$300.00
N 20	WOAI	10/21/12	10/21/12	Su Sports Sunday Su Sports Sunday	CM	10:30p-11:30p	-----1	:30	1	\$400.00	P-3	3.30	NM	1	\$400.00
													Totals	28	\$9,175.00